



Tobacco Industry Interference tactics in Caribbean countries

“ Strengthening Implementation of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) Article 5 in the Region of the Americas ”

March 17 , 2021

Barbara McGaw

Project Adviser – Tobacco Control, Jamaica Coalition For Tobacco Control

Tobacco Advisor Healthy Caribbean Coalition

Thanks!!



The Heart Foundation of Jamaica (HFJ) was established in 1971

- A member of The InterAmerican Heart Foundation, the Framework Convention Alliance and The World Heart Federation.
- HFJ is involved in prevention programmes for cardiovascular disease.
- Spearheaded the establishment of The Jamaica Coalition for Tobacco Control (JCTC) on **May 31, World No Tobacco Day, 2002.**
- Health Advocacy Group with 9 medical and para-medical organisations



The Coalition's Objectives:

1. To support the enactment and implementation of comprehensive tobacco control legislation aligned to the Framework Convention on Tobacco Control.
2. To support and promote tobacco control activities geared towards the reduction of the use of all forms of tobacco and nicotine products.
3. To sensitise all vulnerable groups about the impact of using tobacco, e-cigarettes and all nicotine products.

Jamaica Coalition for Tobacco Control



The Coalition's Objectives (con't):

1. To be a watch group, identifying and mitigating against tobacco industry interference and activity that promotes the use of tobacco, e-cigarettes and all nicotine products.
2. To support measures for persons who wish to quit smoking.



What we do

- Sensitization meetings with key stakeholders
- Signing of petitions
- Support for implementing and monitoring tobacco laws
- Monitoring the activities of the tobacco industry, sharing breaches of Article 5.3 by stakeholders
- Naming and Shaming- reporting to Government any infringements of FCTC Articles, using the local and international media to force compliance



What we do

- Letters to the Editor and articles in the newspapers
- Calling on international partners to bring attention to breaches
- Countering claims by the tobacco industry
- Garner support from other key organizations (Unions, FBO)
- Prepare and circulate advocacy tools and handouts to key organizations
- Using the Access to Information Act to obtain documents outlining breaches of the FCTC and/or tobacco industry interference

Tobacco industry in the Caribbean

Two companies dominate this industry in the Caribbean: British American Tobacco (BAT) and Philip Morris International (PMI).

BAT in Jamaica is Carreras, in Trinidad and Tobago WITCO, in Guyana Demerara Tobacco

The Caribbean headquarters of BAT is located in Costa Rica. The Caribbean Area of BAT Caribbean and Central America is made up several companies operating in the region

Tobacco Industry Caribbean



CARRERAS LIMITED



Tobacco industry in the Caribbean

Philip Morris Dominicana, PMI is the headquarters for the Caribbean (Dominican Republic). Philip Morris Dominicana manufactures cigarettes for export to the Caribbean. The products from Philip Morris are distributed by wholesalers across the region

Cigarettes are manufactured in Trinidad & Tobago (BAT)

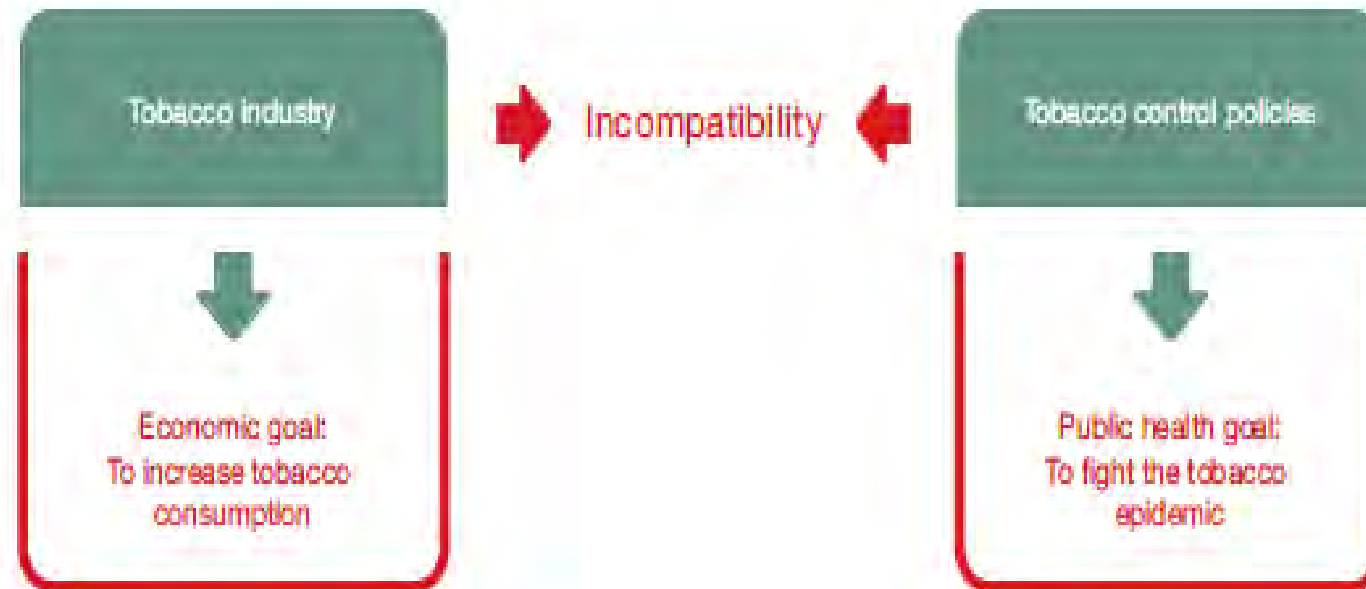
There has recently been an influx of Chinese and African cigarettes



Tobacco Industry Caribbean

Tobacco industry interference

There is a fundamental, irreconcilable and inherent conflict between the tobacco industry's interests and public health policy interests



Health is not negotiable-Guidelines for understanding, monitoring and counteracting tobacco industry interference with public policies (2012)

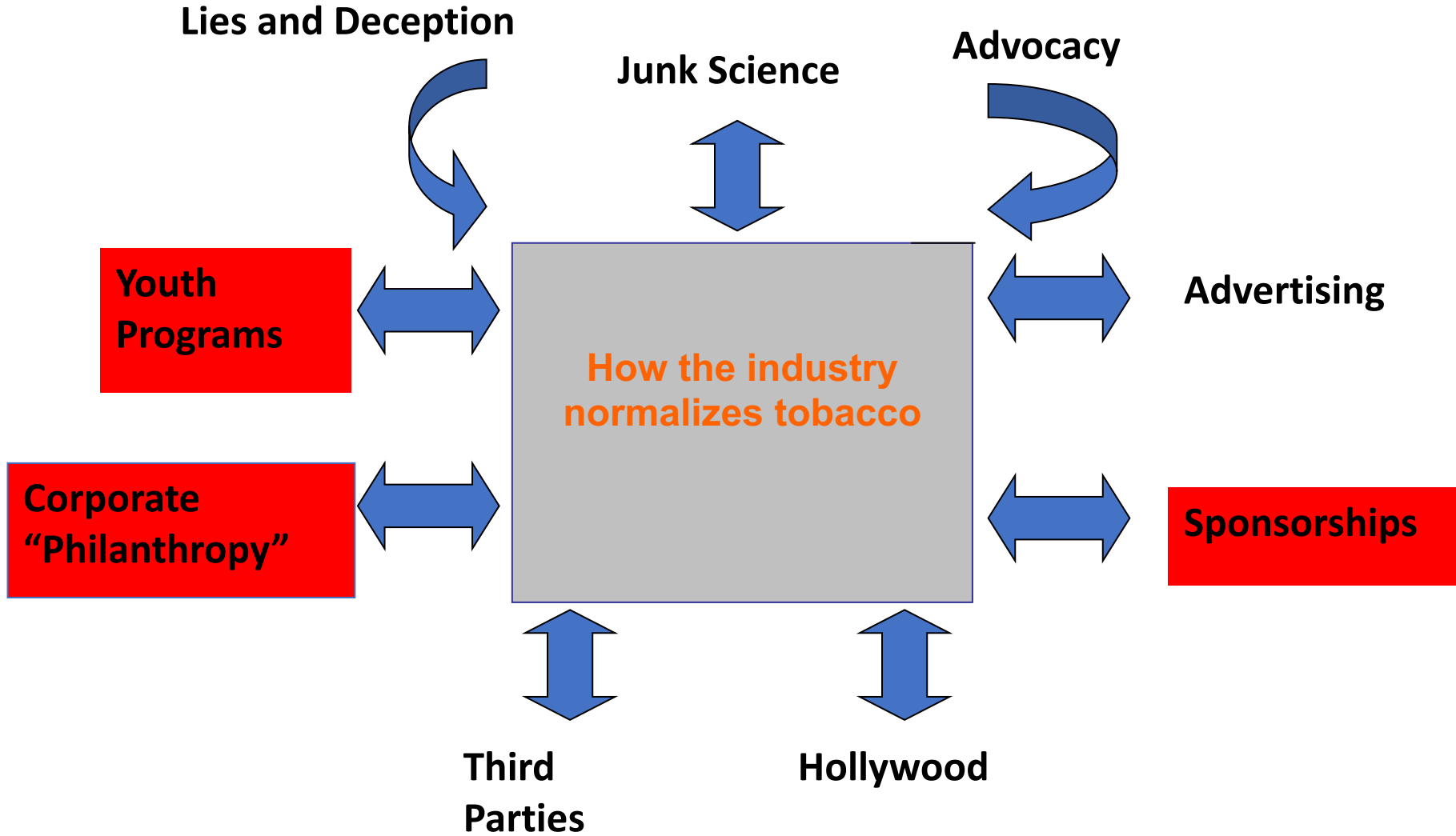
Article 5.3 FCTC

Tobacco industry Interference: The FCTC Commitments

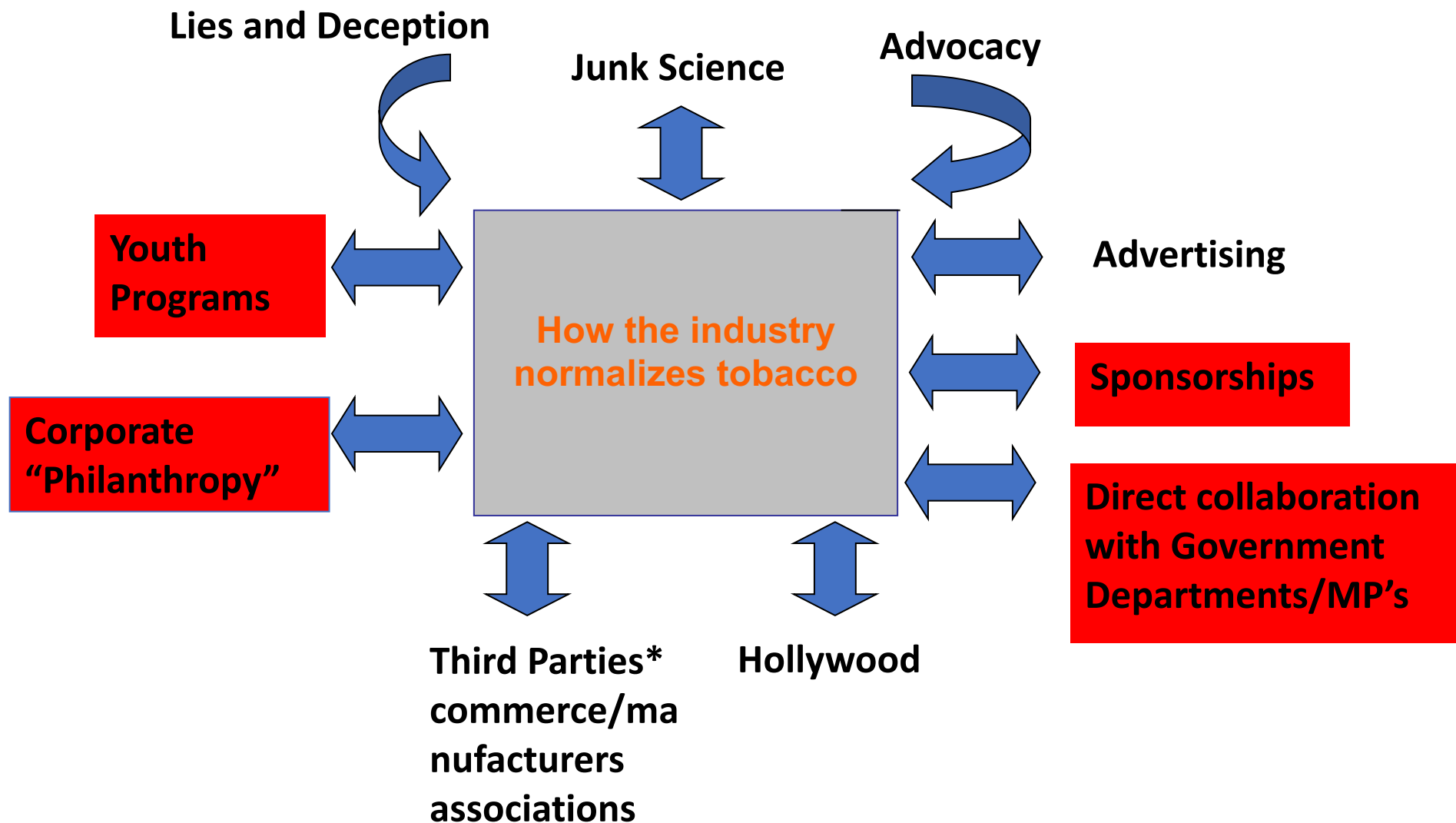
Under Article 5.3 of the Framework Convention on Tobacco Control (FCTC), Parties agree that, in setting and implementing their public health policies with respect to tobacco control, they shall act to **protect these policies from commercial and other vested interests of the tobacco industry.**

This commitment is made recognizing ‘the need to be alert to **any efforts by the tobacco industry to undermine or subvert tobacco control efforts** and the need to be informed of activities of the tobacco industry that have a negative impact on tobacco control efforts’ (Preamble).

TOBACCO INDUSTRY TACTICS



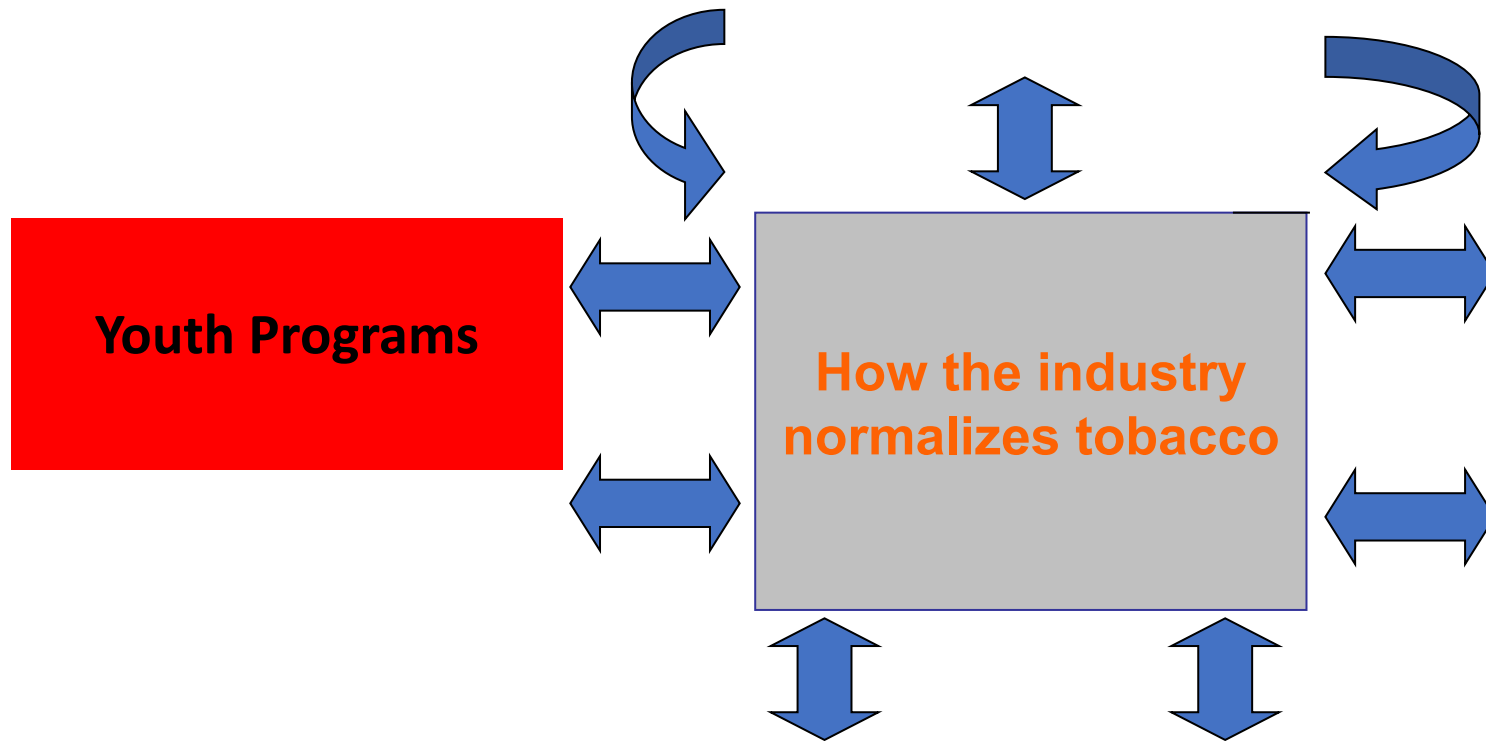
TOBACCO INDUSTRY TACTICS



TOBACCO INDUSTRY TACTICS

- Tobacco control interference examples in this presentation are a bit dated
- There have been much less examples in recent times

TOBACCO INDUSTRY TACTICS



Youth smoking prevention programme

Youth smoking prevention programmes are present in several Caribbean Countries

Objective

To prevent the purchase of cigarettes by persons under 18 year of age
(research has shown that these programmes have the opposite effect)

Youth smoking prevention programme Jamaica



In collaboration
with Ministry of
Education and
Child
Development
Agency

This poster is a breach of Article 5.3

2011-2012 Carreras Annual Report

Youth smoking prevention programmes Barbados, St Lucia

NATIONNews.com
BARBADOS NEWS ONLINE

THURSDAY, MARCH 16, 2011

HOME NEWS COMMENTARY LIFESTYLE BUSINESS SPORTS COMMUNITY BLOGS CLASSIFIEDS

Earn up to 5,000 AAdvantage[®] Miles today!

APPLY NOW

Scotiabank

No tobacco for under 18s

print share & comments 1 1



Ricky Nurse of Brydens Barbados Limited. (Anesta Henry)

BY ANESTA HENRY | THU, MARCH 10, 2011 - 3:00 PM

Do not sell cigarettes to anyone under the age of 18.

This is the strong message Brydens Barbarees Limited is sending to all of their retail outlets across Barbados during today's re-launching of the company's Youth Smoking Prevention Programme (YSP) at Mike's Mini Marts on Christ Church.

Chief Executive Officer Ricky Nurse said that as leading distributors of tobacco products in Barbados, while youth smoking was a complex issue, his company was of the view that the "application of effective stakeholder engagement, harnessing the expertise and understanding of all interested parties, we are on our way to ensuring a [YSP] programme that is credible, accepted and successful."

"The underpinning objective of the Youth Smoking Programme is to block the sale of tobacco products to minors at the point of sale, and Brydens Barbarees, we fully support laws and regulations prohibiting the sale of tobacco products to anyone under the age of 18," he said.

"This morning's event further reinforces our company's unwavering

Recent Comments

- C C commented on **Kings, queens in all splendor**
- Pan Wallie commented on **Spitting in air**
- Pan Wallie commented on **Stamboul: worry**
- Pan Wallie commented on **ICC: No big thing**
- c holder commented on **Boucher breaks barrier**

Your Friends' Activity

- 4-year-old mo loated
333 people shared this.
- Mary mentioned at St. John's
27 people shared this.
- Goops concert for musicies
44 people shared this.
- West Indian team have
at home in Dallas, Bangladesh
110 people shared this.
- Springer in the lead

Quick Poll

Stay Connected to Your World

JOIN YOUR FRIENDS & OUR COMMUNITY



Home | Local News | Sports | Editorial | Letters & Opinion | Business | Features | Inspirational | Of Cabbages & Kings | NFO | Comics | Archive | You | P. 1

Tell a friend:
Enter Address Here
Send this URL.

Print this Page

... Features

28th August 2011

BAT Youth Prevention Programme

Rania Thomas



On Friday, the British American Tobacco Group teamed up with Bryden and Partners to make St. Lucia a part of their global initiative, by launching for the first time the British American Youth Smoking Prevention Programme. The BAT Youth Prevention Programme has already been launched in Central America and across a wide area of the Caribbean, such as Barbados, Jamaica, Trinidad and Tobago, Suriname, Guyana and a number of OEC S States.

The main objective of the BAT Youth Smoking Prevention Programme is to impede and in time prohibit the sale of tobacco products to minors, at the point of sale. Posters and banners will also be placed strategically near corner shops, supermarkets and other locations to enforce this message.

As the leading distributors of tobacco products in St. Lucia, Bryden & Partners is prepared to assist by discouraging its retail partners to sell tobacco to minors, and if need be, sensitize young people so that they may now be required to provide photo identification if a retailer is in any doubt of their age.

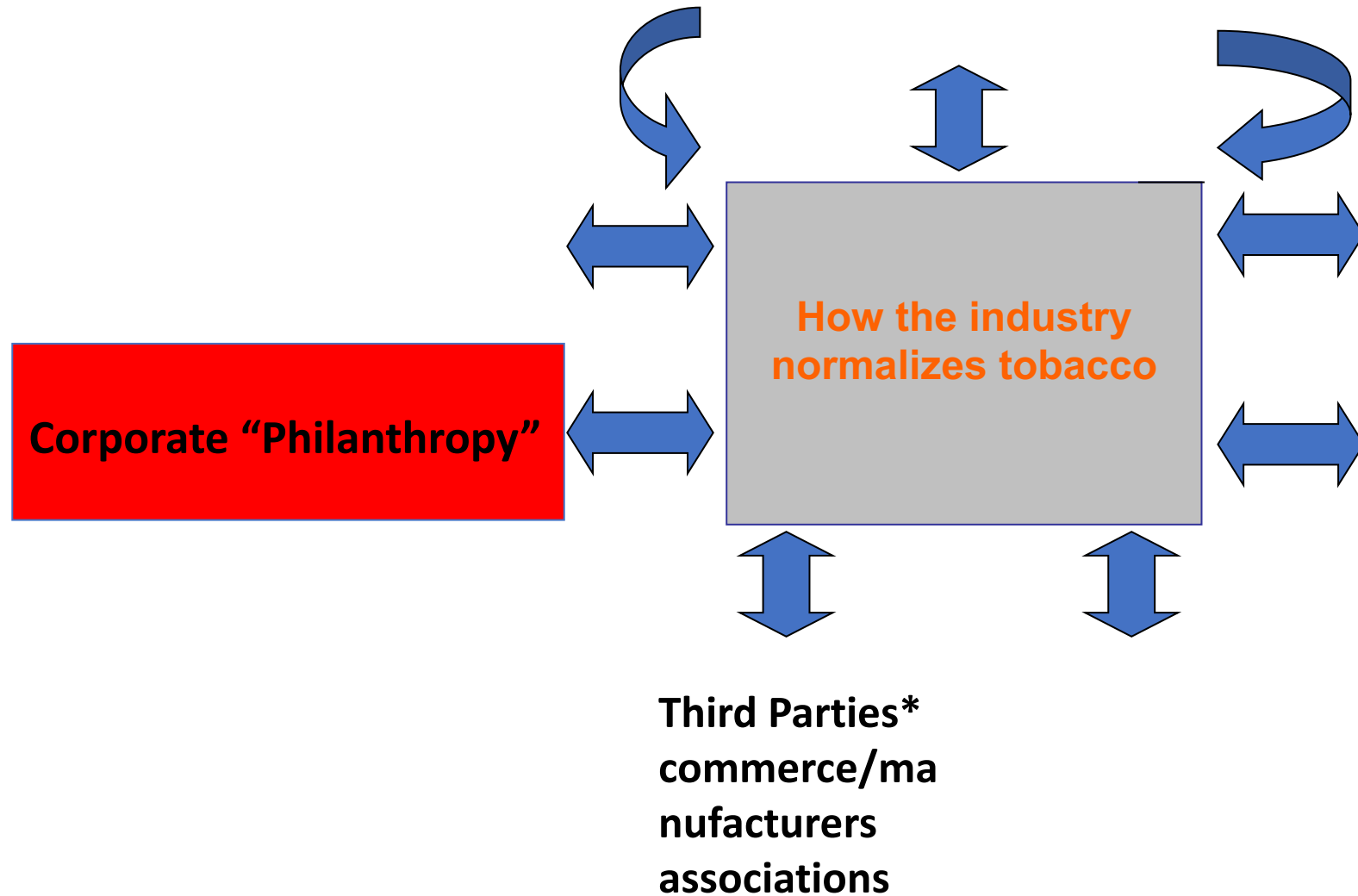
"We are mindful of the school of thought which says that our industry actually encourages young people to smoke and that our efforts to prevent under-age smoking are at best window-dressing and at worst, covert advertising. But the point must be made that contrary to what is sometimes claimed, under-age smoking actually does harm to our industry's reputation and we certainly do not base our business strategy on under-age consumption. Put bluntly, like our suppliers, British American Tobacco Company, we believe that people who are

Top Stories

- What a Wick: the last 7 days in 10 (On to 9th September 2011)
- Special Sitting to pay tribute to the Honourable Justice Kenneth Benjamin: Part 2
- Celebrating International Literacy Day 2011
- The CCSI Recognises International Literacy Day
- Opening of Ford Aaaa Agro-Processing Centre

Advertisement

TOBACCO INDUSTRY TACTICS



**CORPORATE
SOCIAL
RESPONSIBILITY
(CSR)**

The huge profits generated by the sale of tobacco are sometimes used to promote tobacco industry under the guise of CSR as 'good corporate citizens'

This tactic has been used all across the Caribbean region to boost the image of the tobacco companies

CORPORATE SOCIAL RESPONSIBILITY (CSR)

The tobacco industry relies heavily on CSR activities to 'normalise' its products in light of criticisms aimed at its advertising and promotional strategies

Tobacco industry executives have often attempted to bolster their reputation by being photographed in the company of Ministers of Government and other high-ranking government officials at social functions. The photographs are then prominently placed in leading newspapers



2012

Carreras meeting with Customs Department and Minister of Security-2018



Managing Director, Carreras Limited Marcus Steele (left) looks closely at illegal cigarettes smuggled into the country at yesterday's Anti-Illicit Trade Conference at the Jamaica Pegasus Hotel in Kingston, while (from 2nd left) Caribbean External Affairs and Anti-Illicit Trade Manager British American Tobacco John Padgett, International Advisor, Illicit Trade Michael Ellis; and Acting Deputy Commissioner for Operations at **Jamaica Customs Agency** Kirk Benjamin look on.

Function to honor Carreras CEO

Normalising
Tobacco
Products -
Honoring
Carreras CEO

SOCIAL | **Nerves of Steele**

PHOTOGRAPHER: LIONEL ROOKWOOD



Marcus Steele, Carreras Limited managing director, expressed gratitude to business associates and friends who lent their support to the celebratory event held in his honour.

Heads Up
Commissioner of Customs Major Richard Reese (left) congratulated Steele on being honoured as Jamaica's number one CEO and the Caribbean's number three CEO by *Business Suite Magazine*.

Page 2

Celebrating the Top CEO rating bestowed on Carreras Limited managing director Marcus Steele by *Business Suite Magazine*, the cigarette distribution company's board of directors, management and staff hosted a gathering of well-wishers in Steele's honour at J Wray & Nephew's @twentythree on Tuesday evening. J Wray & Nephew's cocktails and Jacqui Tyson-catered fare set the tone for the night's celebrations. Encouraging the honoree's continued success, JPS President and CEO Kelly Tomblin, Sherwin Williams Managing Director Ian Forbes, and media personality Ian Boyne gave congratulatory toasts ahead of the musical styling of

As The Bell Tolls
Man of the hour Marcus Steele greeted veteran broadcaster Norma Brown-Bell (right), as Advantage Marketing's CEO Marie Powell flashed a smile of approval.

Carreras gets new Corporate office Jun 2015

“Among the invited guests were ministers of government, members of parliament, heads of private-sector businesses, Carreras staff members, pensioners and former employees.”

The screenshot shows the homepage of The Gleaner newspaper website. At the top, there are navigation links for Mobile Apps, ePaper, Login, and Subscribe Now. The date is Tuesday, June 2, 2015, and the location is Kingston. The newspaper's name, 'The Gleaner', is prominently displayed in a large, blue, serif font, with 'Jamaica WI' and 'Established 1834' below it. A navigation menu includes Home, Lead Stories, News, Sports, Entertainment, Business, Letters, and Commentaries. Below this, there are more specific categories like World News, Lifestyle, In Focus, Auto, Social, Outlook, Shipping, Western Focus, and Art & Leisure. A banner image shows a man in a suit shaking hands with another man in a suit, with a large building in the background. The main article title is 'Carreras Gets New Corporate Office'. Below the title are social media sharing options for Google+, Facebook, and Twitter, along with a 'Recommend' button. The article is dated 'Published: Monday | June 1, 2015'. The main image shows a group of men in suits shaking hands. A caption below the image reads: 'Major Richard Reese (left), commissioner of customs, greets Andrew Long (second left), area director for British American Tobacco, Caribbean and Central America. Looking on are Michael Bernard (behind them), Eduardo Castenada (second right), board director, and Marcus Steele, managing director.' To the right of the main article, there are several sidebars: 'More News' with an email subscription link, 'Jamaica Islandwide Events' with a blue button, and 'More Stories' with a link to a preliminary hearing. At the bottom right, there is a 'Videos' section with a play button icon.

Food for the Poor Jamaica (FFP) collaborates with Carreras to build houses (2016)

Monday, January 30, 2017

Select Language

JAMAICA OBSERVER

Home News Business Sport Lifestyle All Woman Regional Entertainment Health Classifieds

Politics Ask the US Embassy Clearing Customs Environment

LATEST NEWS: UK says Trump visit still on amid outcry over travel ban 7:55 AM

WALDEN UNIVERSITY
Take the next step
LEARN MORE

News

Carreras, Food for the Poor rescue farmer from eviction

Sunday, October 02, 2016 8 Comments

Like Share



Volunteers built a new two-bedroom house for farmer, Kaitron Myers who faced eviction from his home in Linstead, St. Catherine, recently.

OTHER STORIES

State use of unclaimed funds not uncommon

Applicant's resumption a relief for Siroon

Oh, where is our road? most residents of St Mary's Camborwell

Lindy Despenha: Jamaica's greatest footballer is a star ahead of his time

St Elizabeth's Barbons take care for attention

The end of an era in Bethany

Billions for banks

Fish bones causing headache in St Elizabeth

Continuous shinning bright like a diamond

UFWA, UAW team up for completion of hospital's overhaul

UN chief commends African countries for accepting refugees

ADVERTISEMENT

Trade up to More REWARDS

Call 1-888-FX-TRADER

You May Also Like

Say Goodbye To Snoring. Say Hello to Sleep

My Snoring Solution



Food for the Poor Jamaica (FFP) collaborates with Carreras to build houses (2016)

- Press articles about Carreras building houses
- Facebook posts also
- JCTC wrote to FFP
- Facebook post removed
- No response to date





Tree planting – T&T

November 2009. WITCO partnered with ASA Wright Nature Centre for a massive tree-planting activity to plant some 9,000 trees on 1,500 acres of land. The aim was to reduce and neutralise WITCO's 'carbon footprint' by engaging in planting a swathe of trees

Witco executive director Sheldon Taitt, left, joins Arima MP Penelope Beckles, right, and Asa Wright Nature Centre chairman, Dr Carol James, in the symbolic planting of a tree at the centre's Blanchisseuse Old Road, Arima grounds



Planting Mangroves - Guyana

- June 2010. The Mangrove Action Committee worked with Demerara Tobacco Company (DTC) to heighten awareness of the importance of mangroves and the need to protect and preserve them.
- In collaboration with DTC also, new mangrove trees were planted and would be monitored to ensure sustainability

Donating park benches - Jamaica



2013-Left-Mayor of Mandeville, Councillor Brenda Ramsay explains to Carreras Managing Director, Marcus Steele (centre) the refurbishment plans for the Cecil Charlton Park. Looking on is Corporate & Regulatory Affairs Manager Christopher Brown (Left), Councillor Dalton Brown, Erwin Facey, Deputy Mayor of Mandeville and Carreras Areas Sales Manager, Chavanie Clarke (right).

Right-Marcus Steele discussing Carreras' partnership with the Manchester Chamber of Commerce President, Wendy Freckleton, while enjoying the comfort of one of the 10 benches provided by Carreras .

CARICOM RECEIVES DONATIONS 2015



CARICOM SG, Ambassador LaRocque receives donations from the Managing Director of the Demerara Tobacco Company Ltd, Guyana, Maurlain Kirton, on behalf of the people of Dominica. (**Guyana Private Sector Commission**)CARICOM website

CARICOM RECEIVES DONATIONS 2015



Ambassador LaRocque was joined by **Dominica's National Security, Justice and Immigration Minister Hon. Rayburn Blackmoore** to receive the donations of medical supplies, generators, cleaning items and cash, generously provided by New Guyana Pharmaceutical Company, Gaico Construction and General Services Inc., National Hardware, **Demerara Tobacco Co Ltd** and CAMEX.

Donation to Shelter Programme



In foreground L to R are Margaret Kertzious and Maurlaine Argyle-Kirton. In the background are staff members of **Demtoco**.

- Stabroek News December 9, 2016
- The Demerara Tobacco Company as part of its Christmas outreach and Community Service Initiative has donated several mattresses and electric fans to the Help and Shelter programme of the Ministry of Social Protection.
- A release from DEMTOCO said that in handing over the items the Managing Director of DEMTOCO, Maurlaine Argyle-Kirton, said that the Company is very pleased to assist the Women's Shelter
- Part of the Company's annual Christmas Corporate Social Responsibility Programme.

Donation of hurricane relief items

Stabroek News



- **Local businesses donate millions more in hurricane relief supplies- September 2017-Guyana**
- Local businesses are continuing to band together in solidarity to donate millions in relief supplies to those islands affected by hurricanes in the past weeks.
- \$84,000 worth of tarpaulin from Demerara Tobacco

Carreras' donation during COVID

Carreras donates \$9.5m to COVID-19 relief programme

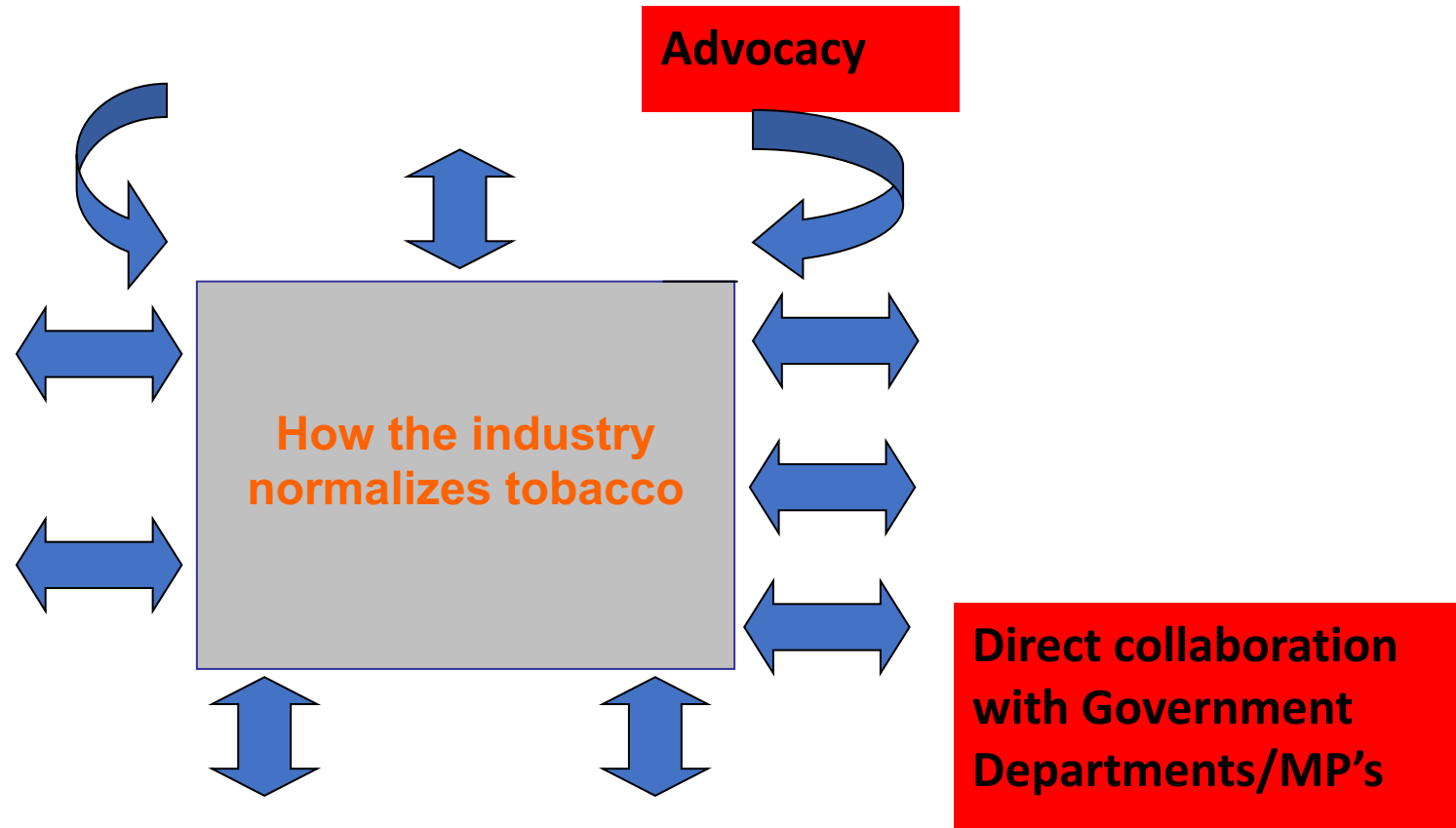
28 May, 2020 – Jamaica Observer



Through the Private Sector
Organization of Jamaica

Raoul Glynn, Managing Director, Carreras Ltd (left) with an elderly resident of the Central Village community during the COVID-19 food relief distribution initiative on Saturday, May 23.

TOBACCO INDUSTRY TACTICS



Direct collaboration with Government Departments



2011-Donation of motor bikes, funding to the Jamaica Constabulary Force (police) for the repair of approximately 68 police service vehicles - value was J\$2.8million, donation of computers valued at over JA\$1,000,000

Tobacco industry donates to MP'S

(JAMAICA 2012)



Updated: Sep. 12, 2012 - 6:59 pm

LATEST HEADLINES **Plans to counter rising food prices**

4 MP's fingered for taking donations from tobacco companies

[Recommend](#) Be the first of your friends to recommend this.

Four Members of Parliament have been pointed out by the Jamaica Coalition for Tobacco Control for taking donations from tobacco companies which it says is in breach of the World Health Organization, WHO's treaty convention for tobacco control.

Wed. Sep.12,2012 6:10pm

[0 Comment](#)
[#comments](#)



**\$5 MILLION DOLLARS PER CONSTITUENCY
EARMARKED FOR COMMUNITY
DEVELOPMENT (Jamaica 50 celebrations)**

Appointment of Tobacco Representative to Public Health Board

March 2012

- The Bureau of Standards Jamaica -Standards Council is a Government Board
- This Board was responsible for the approval of the Graphic Health warning standard for cigarette products
- Tobacco Representative appointed to Board

JCTC response re appointment of tobacco representative to public health board

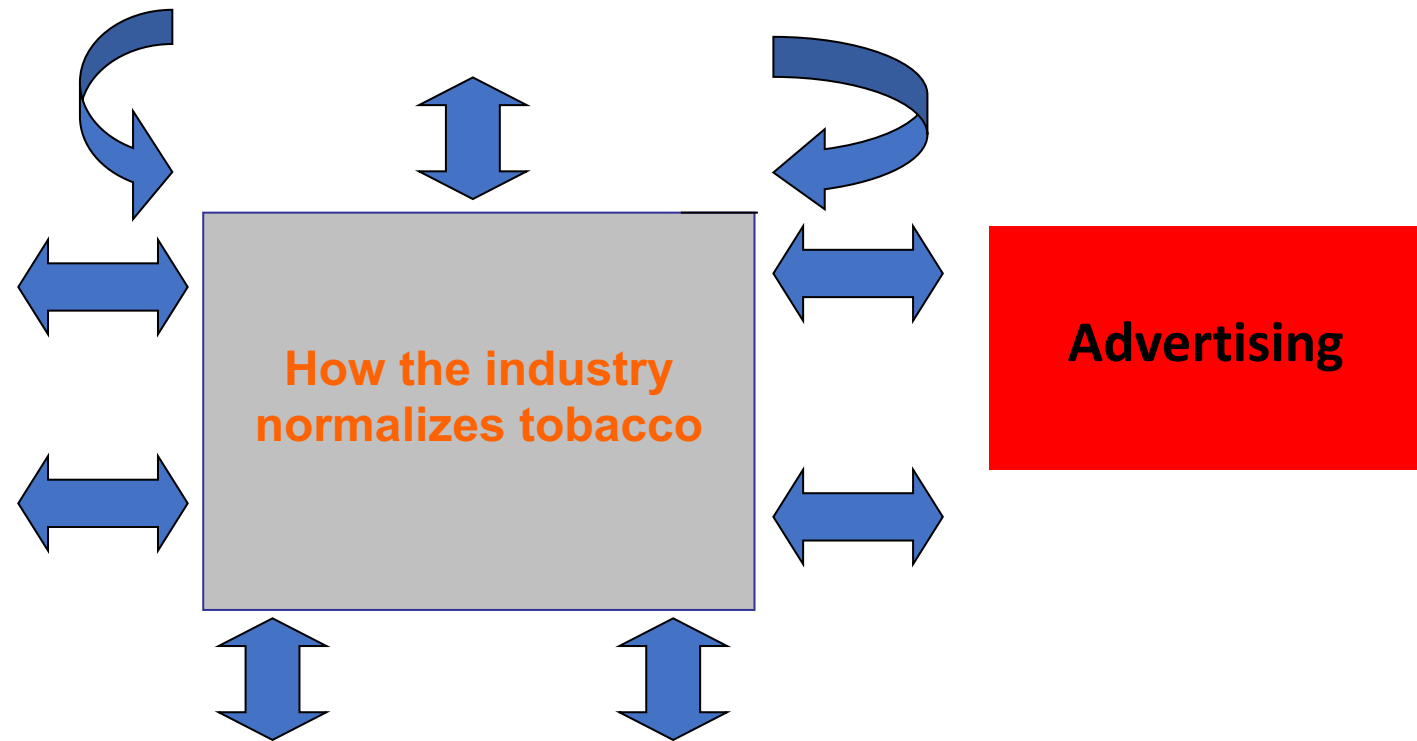
- Letters sent to the relevant Ministries and Board Chairman highlighting contravention of Article 5.3 of the FCTC
- MOH and the JCTC presented to the Board explaining the breach of Article 5.3
- **Tobacco company representative removed from the Public Health Board**

Use of JCF and Jamaica Customs logo in Carreras Ads 2013



Letters requesting the removal of the ad from the back of the bus sent to the Ministry of Transport, Works and Housing, the legal officer in the Ministry of Foreign Affairs and Foreign Trade and the chairman of the JUTC. A response was received from Minister of Transport and Works indicating the removal of same at the end of the year.

TOBACCO INDUSTRY TACTICS



TOBACCO INDUSTRY TACTICS

- Not many countries have enacted Article 13 of the FCTC
- Tobacco companies use events etc to advertise their product

Carnival Jamaica 2018



Frenchman party Jamaica



Kingston Creative Webinar June 2020

JAMAICA OBSERVER

WEBINAR
Tuesday, June 9
@10:00 am

ON THE REEL

USA Christine Birch, Hollywood Marketing Specialist	USA Jennifer Bryan, Costume Designer at Walt Disney/Fox & National Geographic	INDIA Kookie Galati, Film Director	INDIA Gabbie Khatami, Bollywood Photographer	NIGERIA Ray Omito, Co-founder of Inkhol Productions
JAMAICA Justine Henzell, Film Producer	JAMAICA Storm Sautler, Writer & Director	JAMAICA Joelle Powe, Documentarian	TRINIDAD & TOBAGO Shari Petti, Film-maker	BARBADOS Melanie Grant, Film-maker

Join host: Novia McDonald-Whyte, O.D. | Senior Associate Editor — Lifestyle & Social Content

REGISTER NOW | FREE
Click here
<https://bit.ly/onthereel>

Powered by:

Ingenious ways to advertise your product!

"RECOMMENDED RETAIL PRICE"

\$55.00
per cigarette stick

Resulting from the announcement by the Minister of Finance of an increase in the Special Consumption Tax on Cigarettes, Carreras Limited wishes to advise its customers and consumers that, effective Monday, March 13, 2017, the Company's brands of cigarettes have been increased.

As a result, the recommended price for a stick of cigarette, **Craven "A"** and **MATTERHORN** is now \$55.00.

WARNING: The Chief Medical Officer warns SMOKING IS DANGEROUS TO HEALTH

Jamaica Observer Newspaper March 17-2021 in response to price increase for Craven-A

Ingenious ways to advertise your product!



Jamaica Observer Newspaper Feb 2021- new brand package for Craven-A

Billboards



Voluntary agreement to halt billboards brokered with Carreras in December 2005



New brand of tobacco Marlboro Red launched in Jamaica by Phillip Morris in 2016
Billboards were reinstated!

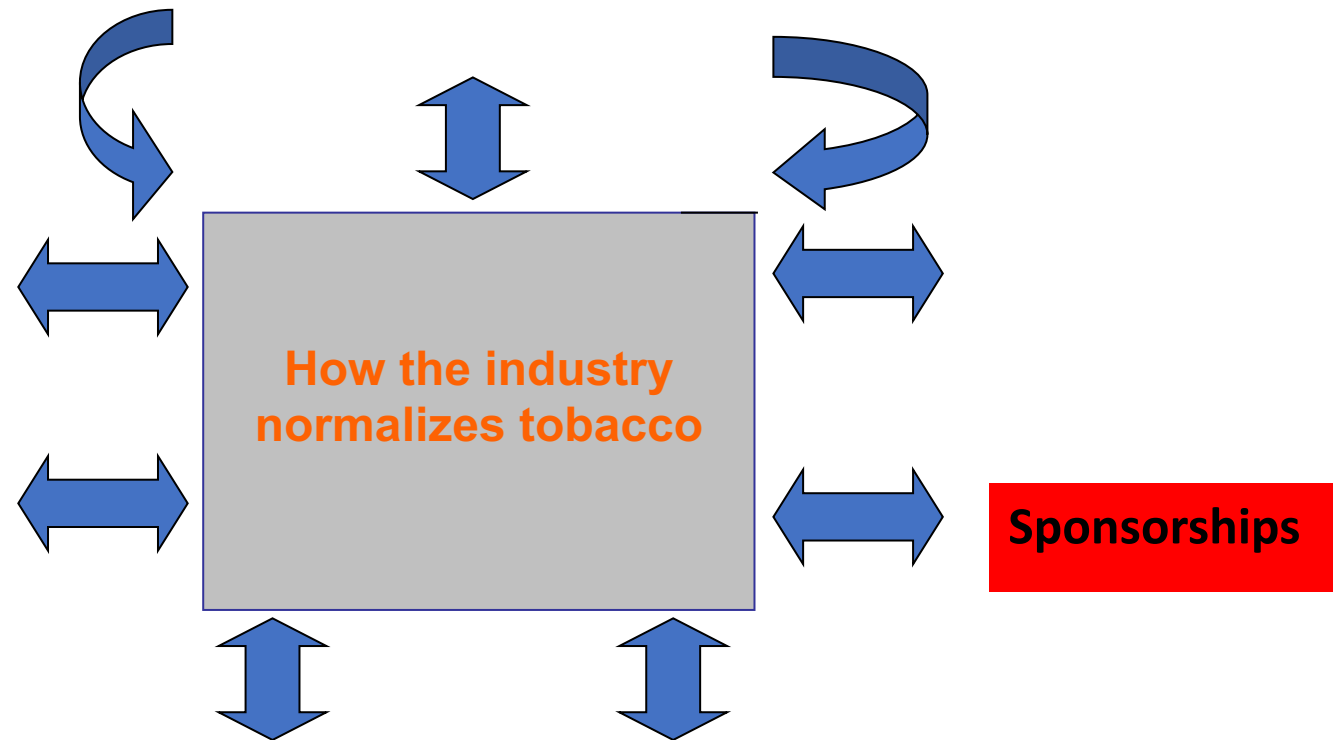
This graphic is in breach of Article 5.3 of the FCTC



New graphic for Carreras – without logos after JCTC intervention



TOBACCO INDUSTRY TACTICS



Carreras' commitment to Empowering Young Adults Through Education 2016



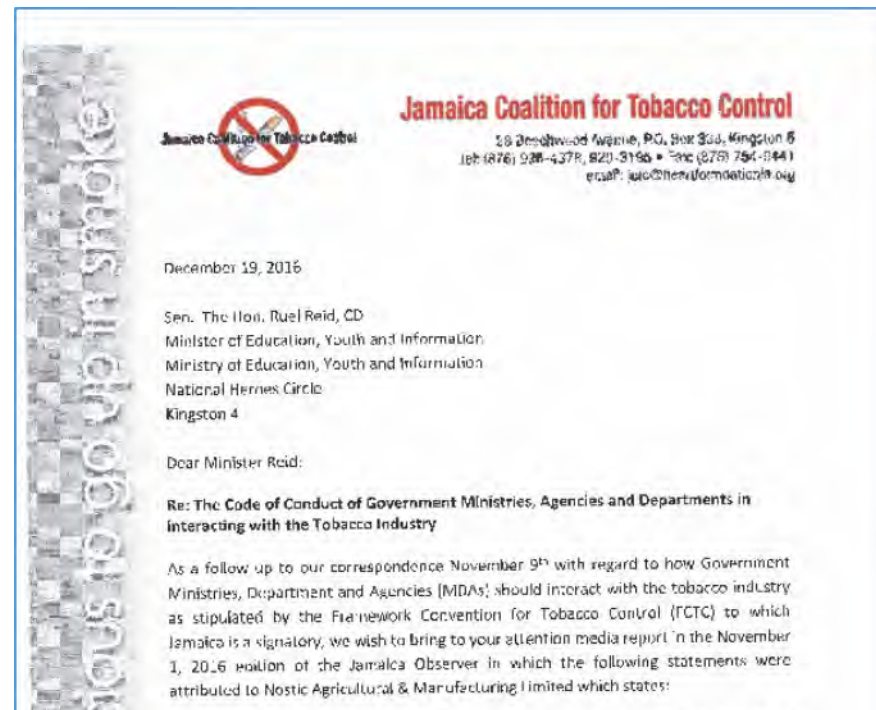
Carreras Limited Managing Director Marcus Steele (front row, centre), Minister of Education, Youth and Information Senator the Honourable Ruel Reid (third right) share a memorable moment with the Carreras Limited 2016 40 scholarship recipients

40 scholarships \$8 million

Carreras' commitment to Empowering Young Adults Through Education

JCTC response

- Letter written to the Minister of Education regarding Article 5.3
- Confirmation of receipt by Minister



Carreras donates academic scholarships (2017)

SOCIAL | 12

The burden of hefty tuition costs has been lifted for 43 low-income students, who were recently presented with the 2017 Carreras scholarship and bursary beneficiaries at a ceremony hosted in their honour last Tuesday evening at the Jamaica Expo Centre.

Martha Lewis, Carreras' first Vice-President, the honoree of 43 students who have their sights set on a bright future.

medical practitioners, education and culture, an leaders, among other professional disciplines, were selectively awarded financial assistance to the total of \$8.1 million.

Extending congratulations to the awardees, Carreras Managing Director Marcus Steele advised them that the message "there is no such thing as a free lunch" is not only a reality, but also a challenge to you because we are confident that meeting in your future, in partnership with your parents and teachers, will secure your path along your educational journey.

Carreras Helps 43 Big Dreams



University of the West Indies student Lada Bennett received the SLLK Scholarship plaque from Carreras Managing Director Marcus Steele.



Carreras Managing Director Marcus Steele (second, right) with IOP Scholarship recipients — the Division of Health, Education and Professional Services — (from left) Anikka Conn, Stephanie Myer, Doreen Robinson, and Yvonne Mitchell. (Photos: Michael Carter)



Jordan Jarral (left) and Samuel Stewart, both majoring in radiography at the University of the West Indies, were among numerous honorees, recipients of Carreras' 2017 Tuesday's awards ceremony.



Parliamentary Secretary in the Ministry of National Security Hon. Michael (left) presents a HEP Scholarship plaque to BBA Honors/BA student Aprice Valley as Carreras Chairman J. Lee Adams (right) on. Carreras awarded seven HEP scholarships this year to the offspring of members of the Jamaica Overseas Forces, the Jamaica Constabulary Force and the Jamaica Police Force of Carreras killed in the line of duty.



Carreras Head of Legal and External Affairs Ashleigh Arnold (second right) listed as the title of bursary and scholarship awardees (from left) University of the West Indies International Relations Undergraduate Anikka Conn, Sam Sheeps-Boaters' College student Shantay Cox and University of the West Indies, Mona second year medical student Anikka Conn, a graduate of the professional vision boards.

© 2017 CARRERAS OBSERVER | OCTOBER 13, 2017

43 scholarships \$8 million

Carreras donates academic scholarships (2018)



42 scholarships \$7 million

Recipients of the Carreras 2018 scholarships pose with their plaques along with Minister of Labour and Social Security Shahine Robinson (seated, centre); Marcus Steele (seated, fifth right), Carreras managing director; and Pearnel Charles Jr. (seated, fifth left), state minister in the Ministry of National Security, at the Carreras 2018 Scholarship Awards Ceremony at The Jamaica Pegasus hotel last Tuesday. Mijanou (second row, second right), was among the 42 scholars who were presented with awards.

September 2019

At Tuesday's function, Carreras presented scholarship awards and cheques amounting to \$11 million to 52 tertiary students, out of a total of 500 applicants.

The Carreras scholarship programme, according to the release, has been in existence since 1967.

The objective is to:

- Increase access to tertiary education,
- Increase academic achievement by reducing the concerns of families and students about how fees will be paid,
- Help to retain high-ability citizens in Jamaica



CARRERAS LIMITED

In 1967, we began our scholarship programme with a single post-graduate studentship. Over the years we have continued to increase the number of recipients and institutions. This year we have 52 students at 2019, in partnership with the Ministry of National Security we offered "MUN" scholarships to the beneficiaries of international offices, reaching us to assist their studies and further by providing better opportunities for their sons and daughters. Note - it that year you did not find a student in another school in our range the Carreras Foundation. Over the years the students will provide the award."

Michael Brown, Managing Director, Carreras Limited, Press Division

Our scholarship programme has been a success in providing financial support to many of our students.

John Williams, President of the Carreras Foundation, said the Carreras Foundation is proud to support the Carreras Foundation's scholarship programme. The Carreras Foundation is proud to support the Carreras Foundation's scholarship programme. The Carreras Foundation is proud to support the Carreras Foundation's scholarship programme.

At the award ceremony, Carreras Limited presented cheques to the following students: ...

Photo: Carreras Limited. Photo: Carreras Limited. Photo: Carreras Limited.

2019 Scholarship Awards



Scholarships made at Universities

Leonora Wilson - University of the West Indies
Devonika Nelson - University of the West Indies
Theresa Tucker - University of the West Indies
Shanika Adams - University of the West Indies
Sabrina Miller - University of the West Indies
Nicole Lee Cole - University of the West Indies
Dorcas Fitzgerald - University of the West Indies
Laverne Smith - University of the West Indies
Kay Gillar - University of the West Indies

Carreras Education Grants

Kean Fong
Dylan Brown
Charlene Gladstone
Wendy Gillis
Ashley Barnes
Janelle Williams
Nicole Boreley
Neville Hunter
Clifford Chambers

Scholarships made at Community Colleges

Carina Graham
Shanika Lewis
Kyara Williams
Grace-Joy Rosemond
Liam J. Thomas
Jamika Bowyer
Believe McHarris

WCFE Scholarships

Amika Corti
Melanie Mitchell
Marsha Gibbs
Sereyia Riddick
Malika Anderson
Shanika Rosemond
Amey Williams
Rose of M.J. Adams
Khayla Williams
Shanika Smith

52 scholarships \$11 million

Carreras Annual Academic Scholarships

YEAR	# of Scholarships	Total Value (J\$000,000)
2015	32	\$4.35 million
2016	40	\$7.3 million
2017	43	\$8.1 million
2018	42	\$7.0 million
2019	52	\$11 million
2020	?	?

OPPORTUNITIES

High-level government leadership, as seen in some Caribbean countries, can significantly alter the landscape of tobacco control and accelerate the progress of policies

Implementation of the Port of Spain Declaration on NCDs is crucial as tobacco control is highlighted as a priority

OPPORTUNITIES

There has been a call for integration of WHO FCTC implementation into countries' health and development plans.

At the country level, The United Nations Multi-Country Sustainable Development Framework (MSDF) is a good opportunity for UN Agencies to support Caribbean Governments in implementation of the FCTC. The MSDF Caribbean 2017 to 2021 incorporates FCTC implementation

Lessons learned

Civil society efforts are crucial to successful tobacco control efforts

Governments need to implement the FCTC

Article 5.3 is an important measure to reduce tobacco industry interference

Some public health officials are not fully aware of the implications of Article 5.3

Lessons learned

Multi-sectoral partnerships
important for advocacy

Support from international partners
is very important


Media can be a powerful tool for and
ally of tobacco control advocates

POLICY, POLICY, POLICY

In memory of two of our leading tobacco control advocates: John died from lung cancer. Dr Hagley was the first Chairman of the JCTC - we will not let their death be in vain.....

John was truly amazing

WARNING
QUIT SMOKING NOW



John Maxwell
Jamaican Journalist


John was candid about his terminal illness. He wanted to warn young people about the dangers of starting to smoke; and encourage those already hooked to quit. John eagerly consented to the use of his image and story in graphic anti-tobacco health warnings - which are being developed for use on tobacco packaging, and other media - knowing he was contributing towards a public good. He turned up on time for his photo shoot; was co-operative; and was his usual professional, informative, and entertaining self.

"I wish I had quit, before it sickened my lungs."

We are deeply saddened by his passing, and regret he won't be with us to see the project to fruition.

We will always remember John for his unwavering support of tobacco control and as an inspiration to us all to fight on.

Thank you John.



Committed to a Tobacco Free Caribbean

